

## Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY MOSCOW

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E.O. 11652: N/A

TAGS: SCUL, UR, US

SUBJECT: VISIT TO MOSCOW BY US BUSINESSMEN TO PURCHASE  
MODERN SOVIET ART

1. JOHN MOORE AND NORMAN ADISE OF MULTICOMMUNICATIONS S.A. DISCUSSED WITH DEPARTMENT OFFICER SEPTEMBER 15 THEIR PLANS TO PURCHASE MODERN SOVIET ART FROM NOVOEXPORT FOR SALE IN THE UNITED STATES. ACCORDING TO MOORE, HE HAS SIGNED AN AGREEMENT WITH NOVOEXPORT TO BE THAT AGENCY'S EXCLUSIVE REPRESENTATIVE IN THE UNITED STATES, MEXICO, VENEZUELA AND BRAZIL. IN NEGOTIATING THE AGREEMENT, MOORE CLAIMS THE SOVIETS SAID HE WOULD BE ABLE TO SELECT WORKS BY UNOFFICIAL AS WELL AS OFFICIAL ARTISTS. HIS PLANS CALL FOR HIM TO BE IN MOSCOW FOR A WEEK BEGINNING SEPTEMBER 27, DURING WHICH TIME HE WILL MEET WITH NOVOEXPORT AND OTHER OFFICIALS TO SELECT THE FIRST CONSIGNMENT OF APPROXIMATELY 350 PAINTINGS. MOORE AND ADISE WOULD LIKE TO PAY A CALL ON THE EMBASSY, AND WERE GIVEN BENSON'S NAME, AS WELL AS MELENCAMP'S AND NILES'.

2. MOORE IS AWARE THAT THE SOVIET AGREEMENT TO PERMIT HIM TO PURCHASE PAINTINGS BY UNOFFICIAL ARTISTS MAY NOT PAN OUT, AND SEEMS TO UNDERSTAND THAT HE COULD BE EXPOSED TO  
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CRITICISM IN CERTAIN US CIRCLES IF HE WERE TO TAKE THE

WORKS ONLY OF OFFICIAL PAINTERS.

3. HIS PRESENT PLANS CALL FOR THE FIRST EXHIBIT OF SOVIET PAINTINGS TO BE HELD IN JANUARY AT WOODWARD AND LOTHROP'S IN WASHINGTON, D.C., FOLLOWED BY A SIMILAR SHOWING IN FEBRUARY IN WANAMAKER'S IN PHILADELPHIA. HE ANTICIPATES APPROXIMATELY TEN SHOWINGS THROUGHOUT THE UNITED STATES IN 1976, DEPENDING ON HOW WELL THE FIRST SHOWINGS DO. HE CLAIMS HE KNOWS VERY LITTLE ABOUT SOVIET ART, AND PLANS TO BRING WITH HIM APPROPRIATE OFFICIALS FROM THESE STORES WHO WILL ASSIST IN SELECTING THE PAINTINGS.

4. MULTICOMMUNICATIONS S.A. IS A COMPANY MOORE FORMED IN PANAMA FOR THE PURPOSE OF SELLING SOVIET ART, ALTHOUGH HE SAYS HE DOES NOT INTEND TO SELL IN LATIN AMERICA UNTIL HE SEES HOW WELL HE DOES IN THE US. KISSINGER

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